

AMENDMENTS TO THE CLAIMS:

Please amend the claims as follows:

1. (Currently Amended) A method of providing a customized startup page ~~for an~~ for a customized Electronic Program Guide, comprising:

receiving a request for the startup page from a Set Top Box associated with a user, wherein the request is generated by the Set Top Box as a result of turning on at least one of the Set Top Box and a television receiver;

responsive to receipt of the request for the startup page, finding a user profile corresponding to the user in a user database;

upon finding the user profile, generating a link to content based upon the user profile; and

upon generating the link to content, generating the startup page comprising at least the link to content, whereby the customized startup page is provided as a result of turning on at least one of the Set Top Box and the television receiver.

2. (Original) The method according to claim 1, wherein the content comprises a web site.

3. (Original) The method according to claim 1, wherein the content comprises a television program source.

4. (Original) The method according to claim 1, wherein the user profile comprises location information.

5. (Original) The method according to claim 1, wherein the user profile comprises programming preferences of the user.

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6. (Original) The method according to claim 1, wherein the generating comprises querying a plurality of databases to obtain a plurality of links based upon the user profile.

7. (Original) The method according to claim 6, wherein at least one of the databases is accessed via the Internet.

8. (Original) The method according to claim 6, wherein at least one of the databases is updated via periodic contact with a remote server accessed via the Internet.

9. (Original) The method according to claim 1, wherein the request for the startup page from a Set Top Box is received from a web browser program residing on the Set Top Box.

10. (Original) The method according to claim 1, wherein the startup page comprises an HTML document populated with at least the link to content.

11. (Currently Amended) An apparatus for ~~generating an~~ generating a customized Electronic Program Guide startup Hub page for a Set Top Box, comprising:

means for receiving an HTTP request for the startup Hub page from the Set Top Box, wherein the HTTP request is generated by the Set Top Box as a result of turning on at least one of the Set Top Box and a television receiver;

a user database storing a user profile;

a Hub generating program that receives the HTTP request and responsive to receipt of the HTTP request for the startup page generates a query of the user database to retrieve the user profile from the user database;

upon generating the query, the Hub generating program generating a query of a site database for information associated with the user profile; and

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upon receipt of the information associated with the user profile, the Hub generating program generating a Hub page by populating an HTML document with the information, wherein the information includes links to content selected based upon the user profile, and whereby the customized electronic program guide startup Hub page is provided as a result of turning on at least one of the Set Top Box and the television receiver.

12. (Original) The apparatus according to claim 11, further comprising means for sending the Hub page to the Set Top Box.

13. (Original) The apparatus according to claim 11, wherein the user profile contains location information.

14. (Original) The apparatus according to claim 11, wherein the user profile contains user preferences.

15. (Cancelled)

16. (Previously Presented) The apparatus according to claim 11, wherein the Hub page comprises a template selected from a plurality of available templates based upon the user profile, and wherein the template is populated with links determined from the user profile.

17. (Original) The apparatus according to claim 11, further comprising a remote database wherein the remote database is accessed via the Internet, and wherein the Hub generating program generates a query of the remote database for information associated with the user profile.

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18. (Original) The apparatus according to claim 11, wherein the site database is updated via periodic contact with a remote server accessed via the Internet.

19. (Original) The apparatus according to claim 11, wherein the HTTP request is for a startup page and is received from a web browser program residing on a Set Top Box.

20. (Previously Presented) The apparatus according to claim 11, wherein the information includes a default Hub page template selected from a Home page template, a sports page template, a news page template and a children's page template.

21. (Currently Amended) An apparatus for ~~generating an~~ generating a customized Electronic Program Guide startup Hub page for a Set Top Box, comprising:

means for receiving an HTTP request from the Set Top Box, wherein the HTTP request is for a startup Hub page and is received from a web browser program residing on a Set Top Box, and wherein the HTTP request is generated by the Set Top Box as a result of turning on at least one of the Set Top Box and a television receiver;

a user database storing a user profile, wherein the user profile contains at least location information, user preferences and a default Hub page template;

wherein the default Hub page template is selected from a Home page template, a sports page template, a news page template and a children's page template;

a Hub generating program that upon receipt of ~~receives~~ the HTTP request ~~and generates~~ generates a query of the user database to retrieve the user profile from the user database;

the Hub generating program, upon retrieval of the user profile, generating a query of a plurality of databases for information associated with the user profile, the information comprising links to content;

the plurality of databases comprising at least a remote database wherein the remote database is accessed via the Internet, and a site database that is updated via periodic contact with a remote server accessed via the Internet;

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upon receipt of links to content, the Hub generating program generating a Hub page by populating an HTML document with the information; and

means for sending the Hub page, upon generation of the Hub page, to the Set Top Box, whereby, the customized electronic program guide startup Hub page is provided as a result of turning on at least one of the Set Top Box and the television receiver.

22. (Previously Presented) The apparatus according to claim 11, wherein the information includes a Home page template and wherein the template is at least partially populated with links to web sites or television programming containing information relating to events or information of interest relative to the user's location.

23. (Previously Presented) The apparatus according to claim 11, wherein the information includes a News page template and wherein the template is at least partially populated with links to web sites or television programming containing news information.

24. (Previously Presented) The apparatus according to claim 11, wherein the information includes a sports template and wherein the template is at least partially populated with links to web sites or television programming containing information relating to sporting events.

25. (Previously Presented) The apparatus according to claim 11, wherein the information includes a Children's page template and wherein the template is at least partially populated with links to web sites or television programming containing information relating to children's events or children's programming.

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